



Occupation
Receptionist

Demographic

27 Years old

Lives in Seattle, WA

Dating

Only child

She is from a middle class household.

She lives alone.

She was raised by a single mom.

Hispanic

MAYA MAIN

Goals and Needs

Maya likes to cook and most of all she likes to make food for her family. She would like to try new recipes as much as possible. However she is very busy to google new recipes every time and making something based on the ingredients available at home is not exciting to her.

She would like to have recipes on hand so that when she wants to make them it would be ready for her. Also she would like to have a way to save a recipe she would like to try so that she doesn't forget.

Relevant Patterns of Behavior

Maya works in Reception so she uses a lot of online platforms, to make appointments and to send and receive emails. She also likes to keep up with new recipes and cooking videos, so she has few cooking apps on her phone.

Pain point

It is very hard for Maya after a long day of work to look for a meal to cook. Also writing down all of the recipes and the ingredients that go with it can be hard and it might be difficult to keep record of all of those recipes and ingredients. So having an app that can keep those records can be very convenient.

Personality

"I work a lot so that is why I like to use my free time relaxing and doing things I like. Like spending time with my family and cooking for them."